

*The **ART** Of Volunteer Management*

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Virginia Public Safety Conference 2007



Today's Outcomes

- ★ **Describe the different types of volunteers**
(Short-Term, Long-Term, Staff, Board & SUV)
- ★ **Describe how to recruit and motivate each type of volunteer**
- ★ **Provide examples of volunteer management**
- ★ **Examine volunteer management problems and solutions**



***"A volunteer is a person who
believes that people can
make a difference – and is
willing to prove it."
-Anonymous***



Why do people volunteer?

- ★ To build stronger connections to the community
- ★ To solve problems facing our community
- ★ To create a far better future for youth and adults
- ★ To feel good about themselves and the fact they can make a difference



Volunteer Types

- ★ Short-Term
- ★ Long-Term
- ★ Staff
- ★ Board Members
- ★ SUV



Short-Term Volunteers

- ★ **Time commitment is short-term**
- ★ **Specific goals to attain**
- ★ **Work on special projects or big events**
- ★ **Limited allegiance to the organization or cause**



Recruiting Short-Term Volunteers

- ★ Offer a variety of opportunities
- ★ Identify and recruit individual recruiters
- ★ Target a group business



Motivating Short-Term Volunteers

- ★ Have GOALS
- ★ Visible competitive recognition
- ★ *TEAMS*
- ★ Take aways
- ★ Large scale media coverage



Long-Term Volunteers

- ★ **Commitment to organization's mission**
- ★ **Willing to volunteer when needed**
- ★ **Strong allegiance to the organization or cause**



Recruiting Long-Term Volunteers

- ★ **Program visibility**
- ★ **Show program impact and importance to the community**
- ★ **Target specific populations**
- ★ **Volunteers will recruit volunteers**



Motivating Long-Term Volunteers

- ★ Variety of opportunities
- ★ Input in organization's projects
- ★ Leadership roles
- ★ Call on them specifically
- ★ Involve their family



Motivating Long-Term Volunteers

Make sure every experience is positive:

- **Accomplishment**
- **Ownership**
- **Empowerment**
- **Affiliation**
- **Fun**



Staffing Volunteers

- ★ Perform staff duties
- ★ Frequent time commitment
- ★ Role is functional



Recruiting Staff Volunteers

- ★ **The first step is to ask.**
 - According to a Points of Light Foundation Survey, 9 out of 10 people volunteer because they were asked.
- ★ **Know what you're asking for – volunteer job description**
- ★ **Organizational Fit?**



Motivating Staff Volunteers

- ★ Provide training as needed
- ★ Show job importance
- ★ Involve in the big picture
- ★ More than STAFF!



Board Volunteers

- Plan
- Determine Policy
- Interact Publicly
- Oversee Finances
- Instruct Personnel



Recruiting Board Volunteers

★ Determine your board's weaknesses = needs

★ Know who to ask

- Knowledge
- Skills
- Motivation
- Personality



Recruiting Volunteers

- ★ Don't use word “volunteer” if it might intimidate your target audience
- ★ Create projects where families can work together
- ★ Ask directly!



Motivating Board Volunteers

- ★ **WIFM- What's in it for me?**
- ★ **A spokesperson**
- ★ **Public Recognition**
- ★ **Leadership position**
- ★ **Resume**



Spontaneous Unaffiliated Volunteers

- Emergency, Disasters & Crisis
- Short-Term
- Require Just-In-Time Training
- May have to be turned away



Recruiting SUVs

- ★ Mass Media announcements
- ★ Word of Mouth
- ★ Walk-ins
- ★ May not be needed!



Motivating SU Volunteers

- ★ Encourage & Guide
- ★ Provide support
- ★ Recognize their efforts
- ★ Show CARE



Overall Recommendations for Success

- ★ **The first step is to ask.**
 - According to a Points of Light Foundation Survey, 9 out of 10 people volunteer because they were asked.
- ★ **Know what you are asking for**
- ★ **Sell the opportunity to volunteer for your organization**



Overall Recommendations for Success

- ★ Orientation
- ★ Provide food
- ★ Respect & value their time
- ★ Prepare to lead
- ★ *Thank Them*



PENINSULA **Medical Reserve Corps**



Virginia Public Safety Conference 2007

PENINSULA MRC

Mission:

- ★ Emergency Response
- ★ Ongoing Public Health Education & Outreach
- ★ Improving Emergency Preparedness



Three Rivers Health District
Three Rivers Health District



Keys to MRC success

- ★ Communication
- ★ Training & Exercises
- ★ Engagement
- ★ Recognition



Communication

★ *MRC Connection*

★ Email Distribution List

★ Targeted Email
Messages

★ Post Cards

★ Phone Calls



General Training

- ★ Orientation
- ★ CPR
- ★ Blood Pressure Certification AHA
- ★ Sign Language
- ★ Intro to Epidemiology



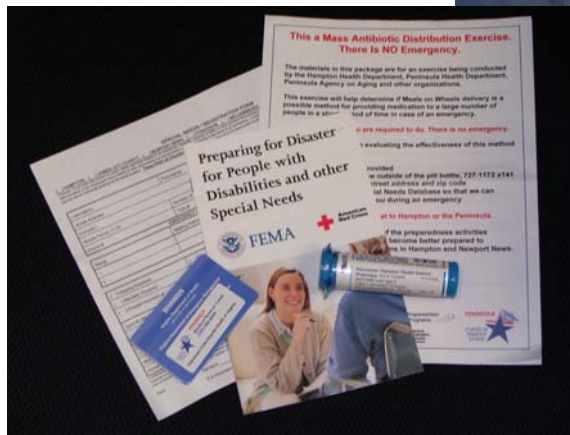
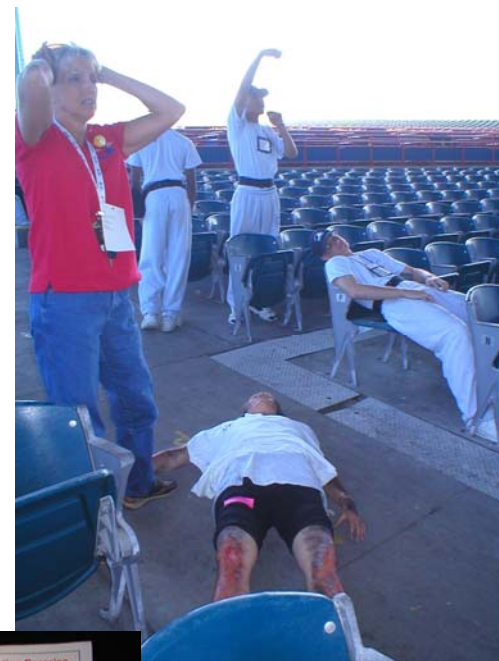
Emergency Response Training

- ★ Intro to Terrorism
- ★ Intro to Disasters
- ★ Intro to Pandemic Influenza
- ★ IS 700 & 100
- ★ Psychological First Aid
- ★ Conferences: CBERS, VA Public Safety Conference



Exercises

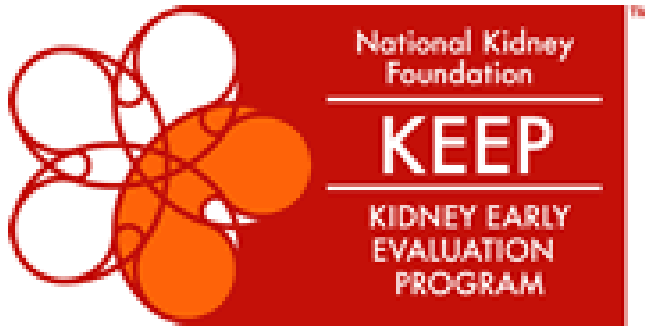
- ★ HRMMRS Regional Radiological Exercise
- ★ Point of Dispensing Sites
- ★ Pills on Wheels
- ★ First Response



Public Health Activities

- ★ Community Public Health Educational Events
- ★ Foodborne Illness Outbreaks
- ★ Public Health Services: BP screenings, Dental Days, Kidney Screening, Homeless Outreach & Flu Shot Clinics





Clinic Results: In a 5 hour clinic over 50 patients received full health, blood and urinalysis screening in addition to a medical consultation.

PENINSULA MRC



Emergency Preparedness Activities

- ★ Planning & preparation:
Pandemic Influenza
Flu Summits
- ★ Planning
Committees for
Special Needs and
Pet Sheltering
- ★ Community Events



Rabies & Disaster Preparedness Clinic

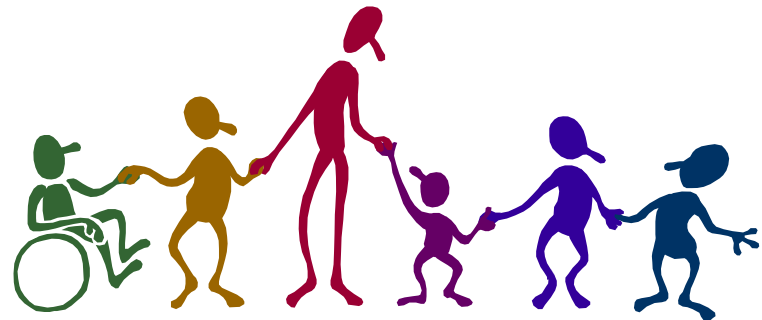
- ☆ 1 day clinic – 2 sites
- ☆ Low income areas
- ☆ Outreach
- ☆ Staff with volunteers
- ☆ 118 dogs & 38 cats



Disaster Volunteer Day 2007

Hampton Roads Disaster Volunteers Together WE Respond

- ★ State Emergency Response
- ★ Regional Evacuation Plans
- ★ Public Health Emergencies
- ★ State & Local Planning for Animals



Recognition

- ★ Polo Shirts
- ★ ID badges
- ★ Achievement Pins
- ★ Excellence Awards
- ★ Volunteer of the Year



Ongoing Recognition

- ★ “Thank You” in every email
- ★ Thank you in newsletter
- ★ Convey appreciation from important people
- ★ Share in statewide and national recognition
- ★ Acknowledge their contribution to unit success
- ★ Love you wall

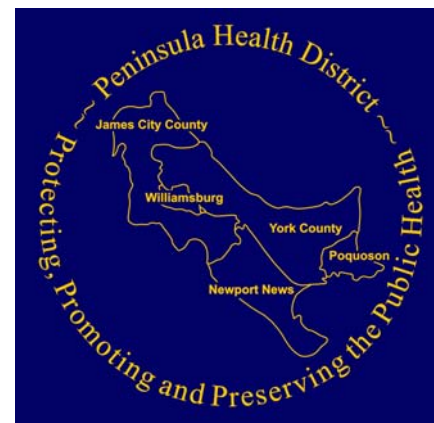




Thank You for Volunteering



**Three Rivers Health
District**
Three Rivers Health District



The Good

The Bad

The Ugly



The BAD

- ★ Wrong Information
- ★ Haven't received communication
- ★ Interests were not met
- ★ Didn't follow instructions



The BAD Resolved

- ★ Apologize
- ★ Provide Compensation
- ★ Reconnect
- ★ Give clearer instructions
- ★ Call with reminder



The UGLY

Volunteer Dismissal

- ★ Have good cause
- ★ Briefly explain why
- ★ Refer to organization's policies
- ★ Thank them for their service
- ★ Obtain any identification
- ★ Do it in writing



The Good

HAPPY

Again

Had

OTHERS

Want

Good PR

Believe in the CAUSE



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#1 Recommendation

**DEVELOP
Relationships
With Your
Volunteers!**

